

## **POSITION SPECIFICATION**

**Position** Director of Development

**Organization** ServiceNation

**Location** Washington, DC preferred; New York City or Boston acceptable

**Reporting Relationship** The Director of Development reports directly to ServiceNation's Executive Director, and will work closely with an extraordinary senior management team including the Managing Director of the Got Your 6 campaign and the Director of ServeNext.

This is a new position in the organization. The Director of Development will build ServiceNation's development function and be responsible for all fundraising activity conducted on behalf of the organization, including corporate and foundation relations, stewardship and prospect research, database management, and special events. He/she will be expected to lead and oversee a growing team.

**Website** [www.servicenation.org](http://www.servicenation.org)

## **BACKGROUND**

ServiceNation seeks to rebuild an ethic of service in America through universal national service. We are working towards the day when a year in a national service program like AmeriCorps is a common expectation for Americans, and when national service is universally accepted as a strategy for putting people to work, for tackling pressing social challenges, and for uniting Americans in common purpose.

If every year, hundreds of thousands of Americans – and eventually millions – dedicate a term of service as tutors, mentors, teachers, disaster responders, and more, we believe that America will be transformed into a nation of engaged and connected citizens, with a sense of shared identity and common purpose.

ServiceNation was founded on this ideal in 2007, and brought together a coalition of nearly 300 organizations to host a summit with presidential candidates Barack Obama and John McCain in 2008. The ServiceNation coalition and summit played a pivotal role in driving passage of the Serve America Act, the most significant national service legislation in 75 years. This act promised a host of important policies, including the expansion of AmeriCorps from 75,000 annual members to 250,000 by 2017. The summit also included speeches from Admiral Mike Mullen,

Alicia Keys, Mayor Bloomberg, and dozens more. Since then, however, the promise embodied by that legislation has not been fulfilled. AmeriCorps is barely bigger today than it was four years ago.

ServiceNation is not only committed to getting the Serve America Act back on track, but to establishing other ways for Americans to serve. To make this happen, we need to generate public will and hold our leaders accountable. To that end, we are building a permanent, powerful, and continuously growing constituency, using field organizers, volunteers, an online army that is over 120,000 strong, a coalition of more than 350 organizations, and a Leadership Council of influential Americans to elevate the conversation around national service.

ServiceNation also recently launched the Got Your 6 campaign—an effort that joins all the major studios, networks, agencies, and guilds in the entertainment industry with top tier nonprofits in the veterans and military family space. This campaign is an evolution of ServiceNation’s Mission Serve initiative and both campaigns have been incredibly successful at leveraging both grassroots collective impact, as well as celebrity influence, including: Tom Hanks, Alec Baldwin, Sarah Jessica Parker, Flo Rida, Eva Longoria, First Lady Michelle Obama, Their Royal Highnesses the Duke and Duchess of Cambridge, General Stanley McChrystal, and many others.

ServiceNation is a campaign of Be the Change, Inc., whose Board of Directors counts prominent entrepreneurial, venture, and social enterprise talent on its roster, including: Alan Khazei, Founder, City Year, Inc.; Josh Bekenstein, Managing Director, Bain Capital; Jonathan Lavine, Managing Director, Bain Capital; Michelle Nunn, Co-Founder and CEO, Points Of Light & Hands On Network; Deb Jospin, former Director of AmeriCorps; and Bill McClements, SVP Corporate Operations, Merrimack Pharmaceuticals.

## **THE OPPORTUNITY**

The Director of Development role offers the opportunity to join a leadership team deeply committed to this mission and work with a dynamic group of people who are experts in their field. We are seeking a charismatic, visionary, and highly effective leader to join the organization’s management team. He/she will be expected to assist with long-term strategic planning and contribute to regular Leadership Team meetings.

Specifically, the Director of Development will:

- Develop and execute ServiceNation’s annual and three-year fundraising plan, along with a high-level funding strategy to support SN’s growing operations
- Secure financial support from individuals, foundations, and corporations
- Manage the implementation of ServiceNation’s donor database and oversee staff responsible for data entry and gift processing
- Develop and maintain ongoing relationships with major donors

- Create and execute a strategy for a large sustained base of annual individual donors
- Cultivate funding relationships in coordination with three senior staff members of ServiceNation—each with separate fundraising agendas.
- Develop proposals for projects that could attract new funding, and oversee organization of special events
- Develop and track proposals and reports for all foundation and corporate fundraising
- Generate increased income from existing sources
- Identify and research potential funding opportunities
- Work with fellow staff to set their fundraising goals, help improve their development abilities, and manage their execution
- Manage small donor campaigns via web and mail

## **CANDIDATE PROFILE**

The Director of Development will bring demonstrated success in high-net-worth relationship solicitation and management. He/she will be a passionate advocate, embracing the mission of ServiceNation. This individual will have an intellectual curiosity and be flexible to transition with urgency as priority issues arise and demand support. He/she will provide leadership, direction, and feedback to staff on team and individual objectives, modeling a strong learning orientation and performance focus. He/she will be adept at working closely with the Board of Directors, associates, and other constituents, deploying outstanding communication skills and marketing insight to share the mission and achieve ambitious revenue goals.

### **Qualifications:**

- Bachelors degree (MA or higher preferred)
- 7+ years of proven, applicable experience
- Results-oriented, ambitious, and deadline driven
- Proven ability to manage others to achieve fundraising goals
- Excellent at both back-office management and external relations for fundraising
- Experience with advocacy/political campaigns preferred

## **SALARIES AND BENEFITS**

Competitive salary commensurate with experience level. Full benefit package offered (health and dental, retirement, vacation).

## **CONTACT**

Applicants should send resume and cover letter to Jason Gray at [jgray@servicenation.org](mailto:jgray@servicenation.org).